

**TRANSMITTAL # 6**

**MEMORANDUM**

**October 5, 2011**

**TO:** Workforce Development Council  
**FROM:** Roger B. Madsen, Director *Roger B. Madsen*  
**SUBJECT:** 2011 Director's "Listening Tour" & Business Outreach

**ACTION REQUESTED:** None - Informational only

Traveling the state and meeting with businesses and local stakeholders is the most effective way to stay connected with our customers and be responsive to their needs and concerns. Our goal with the annual Labor Listening Tour is to learn from Idaho business and community leaders what their issues are and how we can improve our services. This year we took that goal one step further, and included presentations on Idaho's business services to local companies including the state's new "Hire One" tax incentive. The 2011 tour included the following 13 stops:

Northern Idaho

Bonnars Ferry, Orofino, Post Falls, St. Maries

Southwest Idaho

Emmett, McCall, Meridian, Mountain Home

Eastern Idaho

Blackfoot, Rexburg, Rupert, Soda Springs, Twin Falls

Some of the marketing materials presented at these sessions are attached. Suggestions for improving our outreach efforts are always welcome.

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